

QUARTERLY REPORT FIRST QUARTER – 2004

January 1, 2004 through March 31, 2004

VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:

1. GROWTH

The **growth** of the Las Vegas Valley continues to be a pro and con for the Las Vegas community. With new **business** relocating to southern Nevada bringing more people. That increase in people puts demands for additional **housing** and **construction**. Many in the community feel concerned about **traffic congestion** because of the increased number of people. The explosive growth and the current drought situation has also caused **water restrictions**. The Water Authority is taking steps to ensure sufficient levels of water for decades to come and that is putting restrictions on current water usage.

2. EDUCATION

Education is always a major concern in Southern Nevada. With the recent media coverage of non-stereotypical gangs, safety and gang violence have resurged as a concern of adults. Specifically, the realization that violence and gang activity can happen anywhere. Budget cuts have parents concerned about **teacher quality** in Clark County schools, as well as possible cuts to **school activities**. **Overcrowding in the classrooms** also raises concerns because of the expansive growth.

3. CRIME

Living in a 24 hour town, **crime** and **personal home safety** are important issues for our residents. **Gang** activity has been in the news recently, prompting people who live in the valley to take a closer look at **safety and law enforcement**. In addition **drug** use and **DUI** remains a top concern for issues.

4. LIFESTYLES

Adults in Southern Nevada enjoy the lifestyles of our area. People are concerned about **health** issues and getting **medical** care. People are concerned about outside perceptions of our **community image** because they are proud of our community's heart. People enjoy **gambling** and going to **casinos**, but there are many individuals with gambling problems that need to be addressed. People enjoy their **family and friends**, and feel that that's the true community image of our area.

5. ECONOMICS

As our city continues to grow so does the **cost of living**. **Tourism** is strong, seemingly unaffected by economic happenings throughout the country. **Vehicle gas**

prices are a concern for most as prices fluctuate and remain high here compared to other areas. Local concerns regarding **employment** remain steady as do the overall day to day **money issues**.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: *January 19-25, 2004, February 26-22, 2004, and March 1-7, 2004.*

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (5) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (6) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (7) WWW.KVBC.COM, OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

**VALLEY BROADCASTING COMPANY
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
IN THE SOUTHERN NEVADA AREA
FOR THE FIRST QUARTER 2004**

January 1, 2004 through March 31, 2004

1. PEER PRESSURE

Peer Pressure remains a top concern for local kids. Teens often feel the pressure to experiment with **alcohol, drugs, and smoking**. **Friends** are a main source for this pressure. Also, these teens face life changing decisions when it comes to experimenting with **sex** and dealing with **pregnancy**.

2. SCHOOL

With the onset of a new year many children are facing new schools and fellow students. This leaves open the power of the **bully** to intimidate and cause fear in children. One of the best places students feel secure and safe are the **school activities** they participate in. These activities give them pride in themselves and reinforce the fun that school can be. Once that enjoyment of school is realized the stress and daily demands of **homework** can be dealt with better.

3. VIOLENCE

Parents and children **fears** of increasing **violence** in the community is still a main concern. **Gangs**, many of them based on **hatred**, have played a major part in our court systems, proving that violence does not pay. **Guns** remain a scary factor to young and old residents.

4. ACTIVITIES

Children enjoy daily activities on the field and in the house. Kids enjoy **sports activities**, participating in **community and parks and recreational organizations**, and spending time on their **computers** and watching **television**.

VALLEY BROADCASTING COMPANY
QUARTERLY REPORT
1ST QUARTER, 2004

IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.